

**SIERRA COUNTY BOARD OF SUPERVISORS'**  
**AGENDA TRANSMITTAL & RECORD OF PROCEEDINGS**

<b>MEETING DATE:</b>  <b>DEPARTMENT:</b>  <b>PHONE NUMBER:</b>  <b>REQUESTED BY:</b>	<b>TYPE OF AGENDA ITEM:</b> <div style="display: flex; justify-content: space-around; margin-top: 5px;"> <span>REGULAR</span> <span>CONSENT</span> <span>TIMED</span> </div> <hr/> <b>SUPPORTIVE DOCUMENT ATTACHED:</b> <div style="display: flex; justify-content: space-around; margin-top: 5px;"> <span>RESOLUTION</span> <span>MEMO</span> </div> <div style="display: flex; justify-content: space-between; margin-top: 5px;"> <span>AGREEMENT</span> <span>OTHER _____</span> </div>
<b>AGENDA ITEM:</b>	
<b>BACKGROUND INFORMATION:</b>	
<b>FUNDING SOURCE:</b>  <b>GENERAL FUND IMPACT:</b>	<b>OTHER FUND:</b>  <b>AMOUNT: \$</b>
<b>ARE ADDITIONAL PERSONNEL REQUIRED?</b>  <div style="display: flex; justify-content: space-around; margin-top: 5px;"> <span>YES</span> <span>NO</span> </div> TYPE OF EMPLOYEE	<b>IS THIS ITEM ALLOCATED IN THE BUDGET?</b>  <div style="display: flex; justify-content: space-around; margin-top: 5px;"> <span>YES</span> <span>NO</span> </div> <b>IS A BUDGET TRANSFER REQUIRED?</b>  <div style="display: flex; justify-content: space-around; margin-top: 5px;"> <span>YES</span> <span>NO</span> </div>
<b>SPACE BELOW FOR CLERK'S USE</b>	
<b>BOARD ACTION:</b>  <div style="display: flex; justify-content: space-between; margin-top: 5px;"> <span>APPROVED</span> <span>APPROVED AS AMENDED</span> </div> <div style="display: flex; justify-content: space-between; margin-top: 5px;"> <span>ADOPTED</span> <span>ADOPTED AS AMENDED</span> </div> <div style="display: flex; justify-content: space-between; margin-top: 5px;"> <span>DENIED</span> <span>OTHER</span> </div> <div style="display: flex; justify-content: space-between; margin-top: 5px;"> <span>NO ACTION TAKEN</span> </div>	<b>SET PUBLIC HEARING FOR:</b> _____ <b>DIRECTION TO:</b> _____ <b>REFERRED TO:</b> _____ <b>CONTINUED TO:</b> _____ <b>AUTHORIZATION GIVEN TO:</b> _____
<b>BOARD VOTE:</b> _____ <b>BY CONSENSUS</b>  AYES:  ABSTAIN:  NOES:  ABSENT:	RESOLUTION 2023- _____ AGREEMENT 2023- _____ ORDINANCE _____
<b>COMMENTS:</b>	

\_\_\_\_\_  
CLERK OF THE BOARD

\_\_\_\_\_  
DATE



P.O. Box 366 Loyalton, CA 96118

May 18, 2023

**Submitted: Mr. David Prentice, Sierra County Council, Sierra County Board of Supervisors, Mr. Van Maddox, Sierra County Auditor/Treasurer.**

**Subj: East Sierra Valley Chamber of Commerce renewal of Service Agreement and Budget for 2023-2024. (Exhibit - A) attached.**

ESVCC continues a strong collaboration with other Chambers of Commerce, Organizations that support tourism and or direct tourism to Sierra County and neighboring Counties including Reno/Sparks Chamber in which we reciprocate. ESVCC has agreements with three ports on entry into California, sharing common interest issues, promotions, materials, and business ideas to improve our tourism and economic climate.

This year, ESVCC has negotiated a semi-reasonable price with the California Welcome Centers in four major California cities with the largest populations for distribution of Sierra Valley tourist information up to and including the Sierra County Visitors Guide at two locations.

The ESVCC continues to keep Sierra County, Sierra Valley communities, members and non-members informed and involved with activities/events using local and neighboring newspapers including social media and other forms of media communications at our disposal to enhance this endeavor.

ESVCC is proud to sponsor and wishes to continue reasonable, responsible support/donations to those youth programs not funded by Federal, State or Sierra County such as Sports Teams/Cheerleading, 4H and other school and youth group organizations. We will continue to support events/activities that are created or find their way into Sierra County/Sierra Valley in a reasonable and responsible manner if found beneficial to Sierra Valley, Sierra County. We continue to be actively involved in outreach, study and sharing other options in activities, tourism, businesses, and events.

ESVCC membership remains strong and is proud to have business memberships who have a direct impact providing services to Sierra County, Sierra Valley and organizations who reside outside of Sierra County. These businesses having joined our chamber due to our visibility, the manner in which we conduct business as we try to create new opportunities to partner with businesses, both profit and non-profit organizations in opportunities to enhance our tourism and businesses within Sierra County, Sierra Valley and our quality of life.

Respectfully,

Barbra Hill President & ESVCC Board of Directors

**AMENDMENT 1  
TO THE AGREEMENT  
BETWEEN  
THE COUNTY OF SIERRA  
AND  
THE EAST SIERRA VALLEY CHAMBER OF COMMERCE**

**THIS AMENDMENT** is executed this 20th day of June 2023 by and between County of Sierra (“County”) and the East Sierra Valley Chamber of Commerce (“Chamber”), amending the agreement between the parties entitled Agreement for Services by the East Sierra Valley Chamber of Commerce for Promotion of Sierra County executed on the 1<sup>st</sup> of July 2022 (“Agreement”).

**WHEREAS**, the parties desire to renew the Agreement for an additional one-year term;

**WHEREAS**, the parties desire to amend and restate Exhibit A regarding expenses and costs; and

**WHEREAS**, the parties desire to cap the cost to County at ten thousand dollars (\$10,000) for the additional one-year term.

**NOW, THEREFORE**, the parties hereto agree as follows:

1. The term of the Agreement shall be extended by one (1) year, beginning July 1, 2023, and ending June 30, 2024 (“Additional Term”).

2. Exhibit A of the Agreement, detailing expenses and costs, is replaced in its entirety with Exhibit A attached hereto.

3. In no event shall the cost to County under the Agreement exceed the amount of ten-thousand dollars (\$10,000) for the Additional Term.

In all other respects, the Agreement shall remain in full force and effect.

[signature page to follow]

**IN WITNESS WHEREOF**, the parties hereby have caused this Amendment to be executed on this 20th day of June 2023.

**COUNTY OF SIERRA**

By: \_\_\_\_\_  
SHARON DRYDEN, Chair  
Sierra County Board of Supervisors

Date: \_\_\_\_\_

**ATTEST:**

\_\_\_\_\_  
HEATHER FOSTER  
Clerk of the Board

Date: \_\_\_\_\_

**APPROVED AS TO FORM:**

\_\_\_\_\_  
DAVID A. PRENTICE  
County Counsel

Date: \_\_\_\_\_

**EAST SIERRA VALLEY CHAMBER OF  
COMMERCE**

By: \_\_\_\_\_  
BARBARA HILL  
President

Date: \_\_\_\_\_

# East Sierra Valley Chamber of Commerce – Exhibit A

Fiscal Year 2023/2024

Expenses	Activity/Events	Amount
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**ESVCC Website Service & Webcasting/Live Service**

Website services thru EC Town LLC, Quincy, CA, or other web services. \$360.00

Webcasting live, service thru Community Media, LLC, Genoa, NV \$600.00

**Visitor Centers, Unmanned Kiosks: Sierraville & Loyalton, CA**

Maintenance/Repair, Landscape, Supplies/Materials/Electricity Loyalton kiosk. \$500.00

**Advertising/Events:**

\$6,540.00

Per our Service Agreement: Promote Sierra County/Sierra Valley including but not limited to taking out advertisement in appropriate magazines, newspapers, trade publications, radio, brochure/handouts, information using our best efforts to enhance visitor/tourism and business interest in Sierra County, Sierra Valley up to and including California Welcome Centers/other information centers and items 1 thru 4.

1. Events and Activity Sponsorship/Donations, Fund Raisers, Permits, Membership Svc's, Business interest inside/outside Sierra County, Sierra Valley. Chamber Mixers, Country Crafts Bazaar Meet & Greets and Children's Harvest Festival/Pumpkin Carving and other events and activities encouraging tourists and businesses to visit Sierra County, Sierra Valley, Ca.
2. Chamber Mixer refreshments not to exceed \$300.00 dollars per event. On average, one a year.
3. Refreshments, Children's Harvest Festival/Pumpkin Carving i.e. Cookies/Cake, Soft Drinks/Water.
4. Events/Activities Sound Services, Portable Restrooms and Trophies/Awards.

**Operating Cost:**

\$2,000.00

Office Supplies, Computer Equipment, Repair, Software, Postage, Insurance/Liability & Officers, Property & Liability Visitor Centers/Kiosks Loyalton/Sierraville).

**Total Funding:** \$10,000.00

**Submitted:**

1. Barbara Hill, President/Board Director
2. Bonnie Jessee, Treasurer
3. Michael H. Welbourn, Administrator